

TIPS FOR SUBMITTING DIGITAL FILES:

The following guidelines have been designed to help your job move through the pre-press process quickly and to print correctly when sent electronically.

- It is very important to label your disk clearly with the software program *and* version used.
- Identify your file(s) appropriately. For example, be more specific than simply naming a file "brochure". Do not submit more than one version of your file or use disks which may have other, unnecessary files on them.
- If you can't provide us with a PDF or PostScript file, include all fonts used (including fonts in EPS images) and electronic images (photos, clip art, and art generated in drawing applications). Be sure the names of the scans/art match what is called for in your document.
- Always include an accurate hard copy and/or a mock-up of the final layout. If the job is a reprint, provide a printed sample, plus the previous job number, if available.
- For best results, line art should be 600 dpi. Scanned images and photos should be at least 300 dpi, and for best reproduction quality, not enlarged above 120%.
- Your text should be proofed for accuracy *prior to* sending it to us. Because output can vary between different computers and printers, a digital proof will be generated to verify layout and content of multi-page projects. If you edit, correct or move text at this point, considered "authors alterations", additional charges will be incurred.
- We can accept a large range of file formats - E-mail, CD, floppy or usb memory keys. Please phone to check that we are compatible. Please do not e-mail files larger than 20Mb
- Include specifications such as double or single sided printing, type/colour of paper, ink colours, quantities, proof requests, etc.
- Call us before sending a job if you have any questions, or let us prepare it for you, if you are unsure of correct procedures. We'll be happy to help with all phases of your print project.

**PLEASE CALL 01904 690090
WITH ANY QUERIES OF THE ABOVE
AND ASK FOR KATE OR LUCY**

COMMON FILE PROBLEMS

If prepared correctly, your files will go through production as scheduled, without additional costs. Avoid these common errors so your job won't need to be fixed:

- Brochure panels not set up correctly for folding (resulting in uneven or off-centred panels after folding, or text running into folds).
- Not allowing enough of a margin for the press gripper edge (usually on the short edge of an A4 - 210 x 297 sheet of paper). The standard required is 8mm.
- Booklets not set up properly for correct output size, page breaks not inserted where needed, or lacking blank pages when and where required for accurate duplexing.
- Running heads/footers not setting up page numbering correctly for the industry standards of odd numbered pages on right sided sheets (front) and even page numbers on left side of sheets (back).
- Improper graphic file formats for logos, art and photos. If you can't provide a TIFF, EPS, or JPG image, call us to make sure your files/artwork will be usable/printable. The quality of your final product depends a great deal upon what you provide to us.
- No RGB or Index colours should be used. CMYK and Pantone are the only colours most printing companies accept. Remove all unused colours in your colour palette before submitting a file electronically.
- Don't use hairline rules. They may be so fine that they'll appear broken-up when printed. Specify at least .5 or 1/4 point.

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